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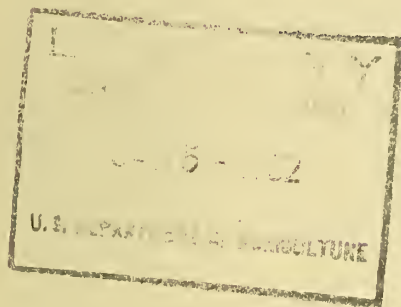
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
IN  
OCTOBER 1951

United States Department of Agriculture  
Bureau of Agricultural Economics  
and  
Fruit and Vegetable Branch  
Production and Marketing Administration



Washington, D. C.  
November 1951

Agriculture--Washington

## FOREWORD

This report presents data on consumer purchases during October 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc.,  
under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
OCTOBER 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

During October 1951, household purchases of fresh oranges, canned single strength and frozen concentrated orange juices were equivalent to 5,179,000 boxes of fresh fruit. This was an increase of 19 percent over the quantity bought in October 1950 and 34 percent more than purchases in October 1949. On a fresh equivalent basis, canned single strength orange juice purchases were up 20 percent over either October 1949 or October 1950, while those of frozen concentrated orange juice were up 124 percent and 27 percent, respectively. The average prices paid by consumers for both canned single strength and frozen concentrated orange juices during October 1951 were substantially below those of the corresponding month of 1949 and 1950, while the average price for fresh oranges was higher.

Household purchases of fresh grapefruit, canned single strength grapefruit juice, and frozen concentrated grapefruit juice in October 1951 were equivalent to 1,873,000 boxes of fresh fruit, somewhat below October 1950. Canned single strength grapefruit juice purchases were larger than in October 1950, but purchases of fresh grapefruit and frozen concentrated juice were smaller. In October consumers paid a higher average price for fresh grapefruit than in October 1950 but a considerably lower price for canned single strength juice.

Householders purchased in October 1951 the equivalent of 328,000 boxes of fresh lemons in the form of canned and frozen lemon juice, frozen and shelf-pack lemonade bases, and fresh lemons, compared with 413,000 boxes in September. Fresh lemon purchases accounted for 72 percent of the total, while lemon juices accounted for 14 percent and lemonade bases another 14 percent.

Householders purchased more canned single strength juices in October than in any month during the past 2 years--7,856,000 cases (equivalent No. 2 cans). During October, more canned orange juice was purchased than any other canned single strength juice, 1,728,000 cases, followed by purchases of tomato juice amounting to 1,643,000 cases. Purchases of pineapple juice set a record for the past 2 years, amounting to 1,323,000 cases.

Date purchases by householders totaled 1,717 tons during October 1951, more than double purchases in September and an increase of 12 percent over those in October last year. Domestic and imported date purchases were about equal during the month. Prices paid for both domestic and imported dates during October 1951 were down somewhat from the levels of the same month last year.

Householders bought 4,391 tons of dried prunes during October, an increase of 39 percent over September but about the same as in October of last year. Consumers paid 26.5 cents per pound for dried prunes, down slightly from the previous month but higher than in October 1950. Prune juice purchases of 373,000 cases (equivalent No. 2 cans) in October were relatively unchanged from October 1950, while prices were slightly higher.



## FROZEN JUICES AND ADE BASES

Householders purchased a record volume of 2,608,000 gallons of frozen concentrated orange juice in October 1951, an increase of 6 percent over September and 40 percent more than in October 1950. Not only was this the third successive month in which new record high purchases have been reported, but also purchases in these 3 months (August-October) were considerably above the levels of the immediately preceding months. October was the first month in which purchases of frozen concentrated orange juice exceeded the equivalent of 2,000,000 boxes of fresh fruit (fig. 1). Purchases were made at an average price of 20.4 cents per 6-ounce can, the lowest reported thus far and a slight decline from the average price paid in the previous month (fig. 4).

About 22 percent of all families reported purchases of frozen concentrated orange juice in October, a slight increase over the proportion that purchased in the previous month and somewhat above the 19.3 percent in October last year (table 1). Families buying during October 1951 purchased an average of 5.6 of the 6-ounce cans during the month (table 6).

The average price reported paid for frozen concentrated grapefruit juice was 17.1 cents per 6-ounce can during October 1951, while that for frozen concentrated orange-grapefruit blended juice was 19.1 cents, relatively unchanged from the previous month.

Frozen lemonade base purchases by householders amounted to 156,000 gallons during October and those of shelf-pack lemonade base totaled 20,000 gallons (table 6). These lemonade base purchases were equivalent to about 45,000 boxes of fresh fruit, compared with purchases of canned and frozen single strength lemon juice, which equaled 47,000 boxes of fresh fruit (fig. 3). Consumers paid an average of 14.9 cents per 6-ounce can of frozen lemonade base and 14.1 cents per 6-ounce can of shelf-pack lemonade base.

## CANNED JUICES

Householders purchased a total of 7,856,000 cases (equivalent No. 2 cans) of canned single strength juices in October, the largest volume purchased in any month since this series began in October 1949 (table 2). Purchases of pineapple and tomato juices increased substantially, compared with September; those of prune, vegetable combination, grape, apple and orange-grapefruit blended juices also increased, while purchases of the other citrus juices declined moderately. Nearly 52 percent of all families purchased one or more canned single strength juices in October.

Householders purchased a greater volume of orange juice than any other canned single strength juice in October. Purchases amounted to 1,728,000 cases (equivalent No. 2 cans). This volume was somewhat below the levels of the 3 preceding months, although it was 27 percent greater than the volume purchased in October a year ago (fig. 5). The average price paid

for canned orange juice in October--26.7 cents per 46-ounce can--was lower than the average for any month in the past 2 years, except for August and September 1951. For the fourth consecutive month, the average price paid by householders for canned orange juice was below that of canned tomato juice. About 17 percent of all families bought canned single strength orange juice in October.

Canned grapefruit juice purchases by householders amounted to 1,099,000 cases (equivalent No. 2 cans) in October (fig. 5). This was a slight decrease from the volumes purchased in the preceding month and in October a year ago. The average price paid by householders, 23.1 cents per 46-ounce can, increased very slightly from that of the preceding month.

Household purchases of canned orange-grapefruit blended juice were 611,000 cases (equivalent No. 2 cans) in October, compared with 521,000 cases in September (fig. 5). This is the only canned single strength citrus juice that was purchased in greater volume in October than in September. Consumers paid an average of 25 cents per 46-ounce can for orange-grapefruit blended juice in October, slightly more than in September.

Canned tomato juice purchases by householders were 1,643,000 cases (equivalent No. 2 cans) in October, 31 percent more than in September and 27 percent more than in October 1950 (table 2). Nearly 18 percent of all families purchased tomato juice in October, the largest proportion that purchased any of the canned single strength juices during the month. Consumers paid an average of 27.3 cents per 46-ounce can for tomato juice in October, almost unchanged from the September average but slightly below those of other recent months.

Household purchases of canned pineapple juice amounted to 1,323,000 cases (equivalent No. 2 cans) in October, a record for any month since this series began in October 1949 (table 2). This represented an increase of 65 percent over September household purchases and an increase of 45 percent over the quantity purchased in October a year ago. The proportion of all families that bought pineapple juice in October, 16 percent, was exceeded only by the proportions that bought canned orange and tomato juices. The only other month in this series when the proportion of families that bought canned pineapple juice was as high was March 1950. Householders paid an average of 31.9 cents per 46-ounce can for pineapple juice in October, about 8 percent less than in September and the lowest average price for any month in this series.

Householders purchased 42,000 cases (equivalent No. 2 cans) of canned single strength lemon juice in October, about 8 percent less than in September but nearly a fourth more than in October 1950 (table 2). The average price paid by householders for canned lemon juice in October was 9.7 cents per 6-ounce can, the lowest of any month in this series.

Prune juice purchases by householders were 373,000 cases (equivalent No. 2 cans) in October, relatively unchanged from those in September or in October a year ago (table 2). Consumers paid an average of 32.6 cents per 32-ounce bottle for prune juice in October, about the same as in other recent months. About 6 percent of all families made purchases in October.



## FRESH CITRUS FRUITS

Householders purchased 1,824,000 boxes of fresh oranges in October 1951, the largest volume purchased in any month since June and about 8 percent more than the volume purchased in October a year ago (fig. 1). Marketing of the new Florida crop was getting under way with household purchases in October of 166,000 boxes, while purchases of California-Arizona oranges amounted to 1,371,000 boxes (fig. 6). The average price paid by householders was 47.0 cents per dozen for California-Arizona oranges, almost unchanged from the preceding month and October 1950, and 40.7 cents per dozen for Florida oranges, practically the same as in October 1950. Fresh oranges were purchased in October by 35 percent of all families; about 27 percent reported purchasing California-Arizona oranges, while only 5 percent reported purchases of Florida oranges (table 3).

Fresh grapefruit purchases by householders amounted to 606,000 boxes in October, substantially above the 246,000 boxes purchased in September but 27 percent less than the quantity purchased in October 1950 (fig. 7). The increase from September in fresh grapefruit purchases was accounted for by the appearance of new crop Florida grapefruit on the market in volume. Householders paid an average of \$1.06 per dozen for grapefruit in October, 3 cents more than in September and 9 cents more than in October 1950. About 19 percent of all families in the United States purchased fresh grapefruit in October, the largest proportion purchasing in any month since May.

Household purchases of fresh lemons amounted to 236,000 boxes in October 1951, the same quantity purchased in October a year ago but a decline from the preceding month (fig. 8). Consumers paid about 45 cents per dozen for lemons in October, the same as in September but almost 5 cents per dozen more than in October 1950. About 20 percent of all families purchased fresh lemons during the month, compared with 22 percent in October 1950 and 21 percent in October 1949.

## DRIED FRUITS

Date purchases by householders during October 1951 totaled 1,717 tons, more than double the quantity purchased in September and 12 percent above the total in October 1950 (fig. 10). Purchases of those dates identified as domestic--768 tons--and those identified as imported--761 tons--were about equal during the month, while the remainder was not identified as to origin. Increased purchases of imported dates were primarily responsible for the gain in total purchases in October, compared with the same month last year. Imported date purchases increased 28 percent over October a year ago, while those of domestic dates were up only about 5 percent.

Consumers paid an average of 33.7 cents per pound for domestic dates during October 1951, about the same as in September but below the average of 35 cents in October a year ago. Prices paid for imported dates



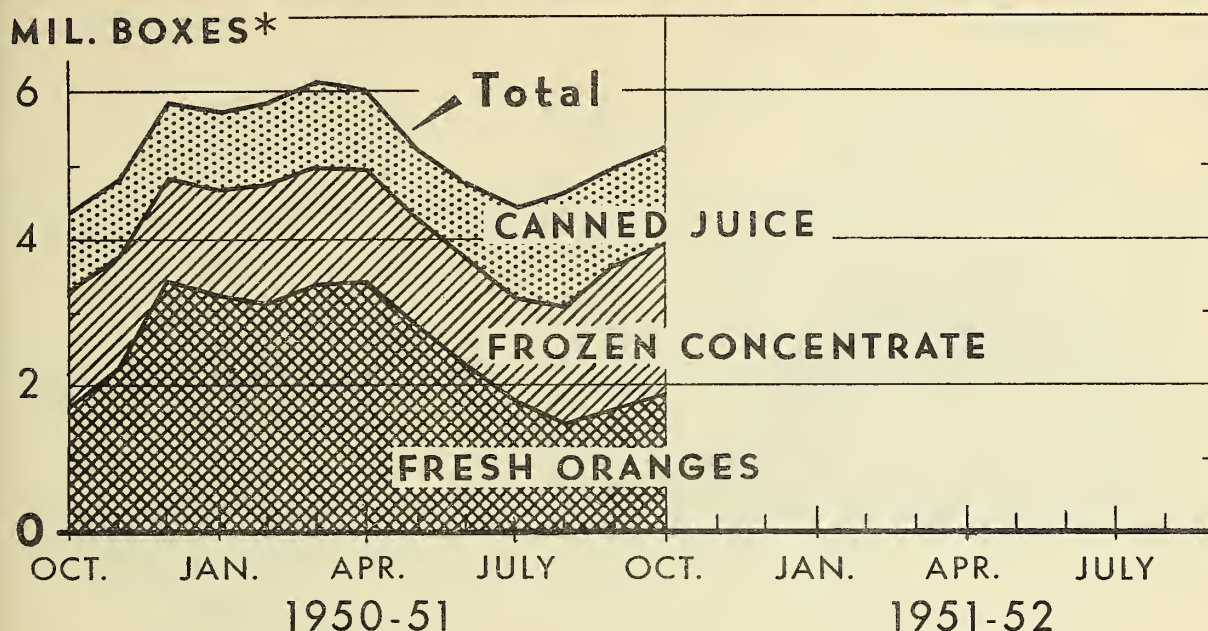
averaged 45.2 cents per pound, 3 cents below the average paid in the preceding month and in October 1950. The proportion of families that reported buying domestic dates was somewhat less than a year ago, while the proportion buying imported dates was about the same as in October last year. The average family buying domestic dates in October bought 19.5 ounces during the month, while those buying imported dates averaged 12.7 ounces.

During October 1951, householders purchased 4,391 tons of dried prunes, an increase of 39 percent over the quantity bought in September and 15 percent above purchases in October 1949. In spite of this sharp increase, purchases were slightly below those of October last year (fig. 9). Consumers paid an average of 26.5 cents per pound for dried prunes during the month, slightly less than in September but above the 25.0 cents paid in October last year. The proportion of families buying dried prunes in October--11.7 percent--was slightly less than in the same month last year (table 8). The average size of purchases--22.1 ounces--was below that of October 1949 and 1950.

Householders purchased 418 tons of dried apricots, 9 percent less than in October 1950. Prices paid by householders averaged 59.2 cents per pound, almost unchanged from September. Buying families purchased an average of 14.2 ounces of dried apricots during the month.



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

Period	Fresh oranges		Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,824	1,686	2,043	1,605	1,312	1,068	5,179	4,359
November		2,266		1,508		1,061		4,835
December		3,415		1,412		1,056		5,883
October-December 3/		7,985		4,938		3,464		16,387
January		3,216		1,463		1,050		5,729
February		3,083		1,619		1,141		5,843
March		3,375		1,600		1,119		6,094
October-March 3/		18,498		10,044		7,058		35,600
April		3,401		1,546		1,043		5,990
May		2,796		1,440		944		5,180
June		2,296		1,444		1,013		4,753
October-June 3/		27,632		14,841		10,284		52,757
July		1,749		1,383		1,306		4,438
August		1,478		1,573		1,570		4,621
September		1,656		1,929		1,361		4,946
Season 3/		32,955		20,442		14,892		67,989

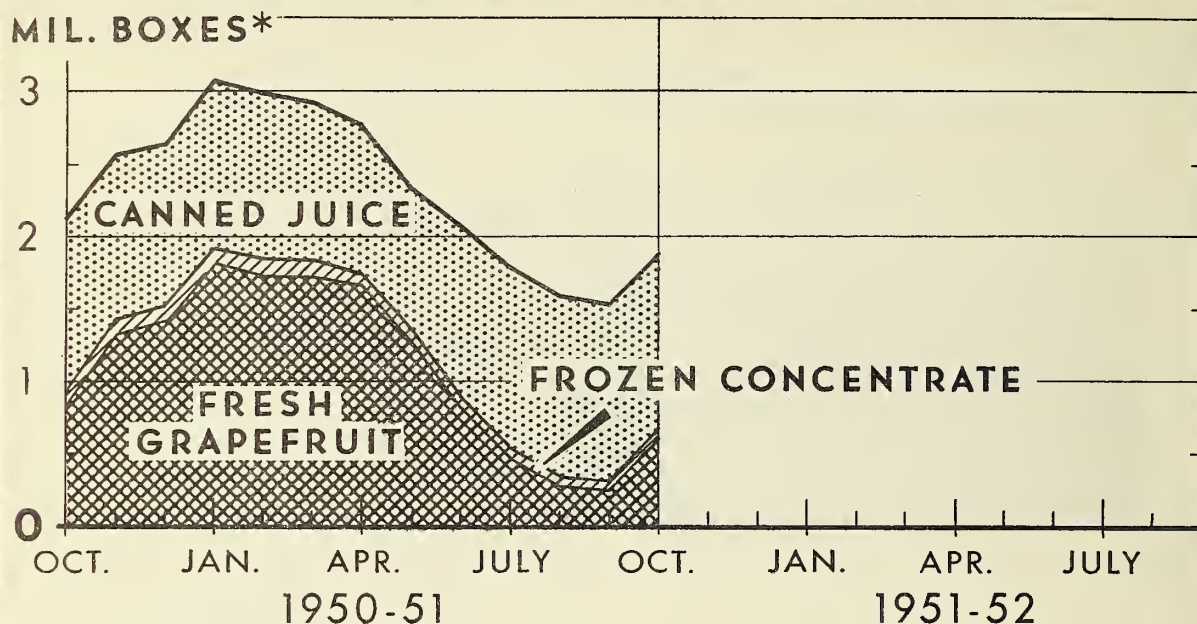
1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	606	830	66	105	1,201	1,181	1,873	2,116
November		1,319		98		1,151		2,568
December		1,425		102		1,096		2,623
October-December 3/		3,925		335		3,756		8,016
January		1,810		101		1,139		3,050
February		1,709		107		1,152		2,968
March		1,713		125		1,081		2,919
October-March 3/		9,687		698		7,431		17,816
April		1,660		87		1,017		2,764
May		1,263		82		969		2,314
June		804		94		1,155		2,053
October-June 3/		13,687		989		10,847		25,523
July		455		84		1,232		1,771
August		267		70		1,247		1,584
September		246		73		1,217		1,536
Season 3/		14,745		1,236		14,873		30,854

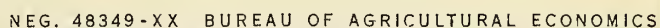
1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



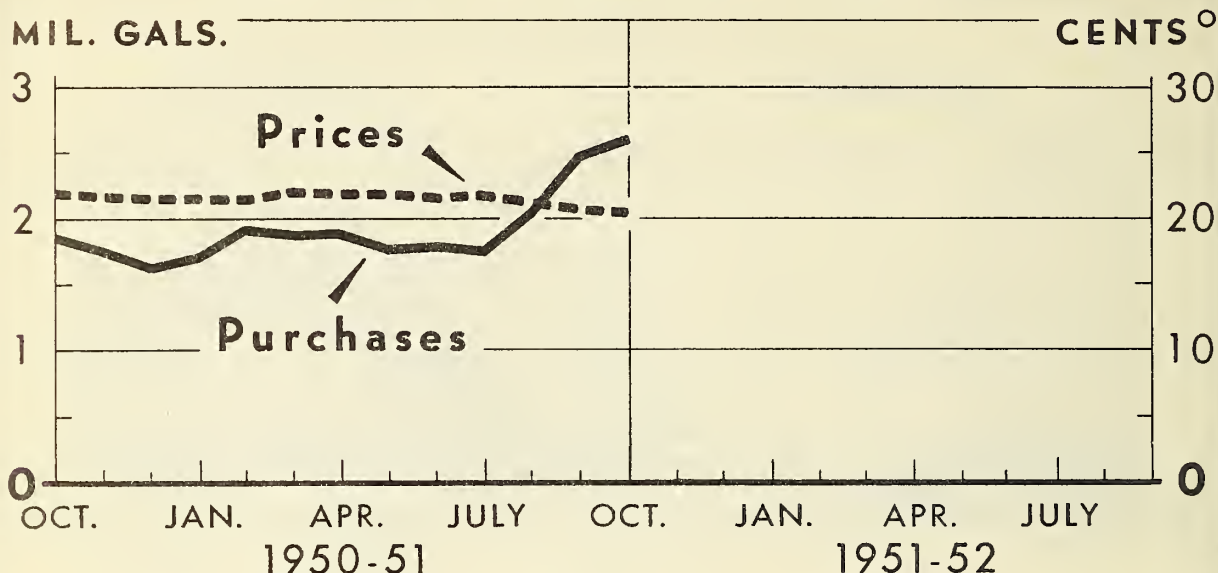
MIL. BOXES



1/ Prior to October 1951 includes canned single strength lemon juice only. Beginning with October 1951 includes, in addition, small quantities of frozen concentrated and frozen single strength juice.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

° PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48342-XX BUREAU OF AGRICULTURAL ECONOMICS

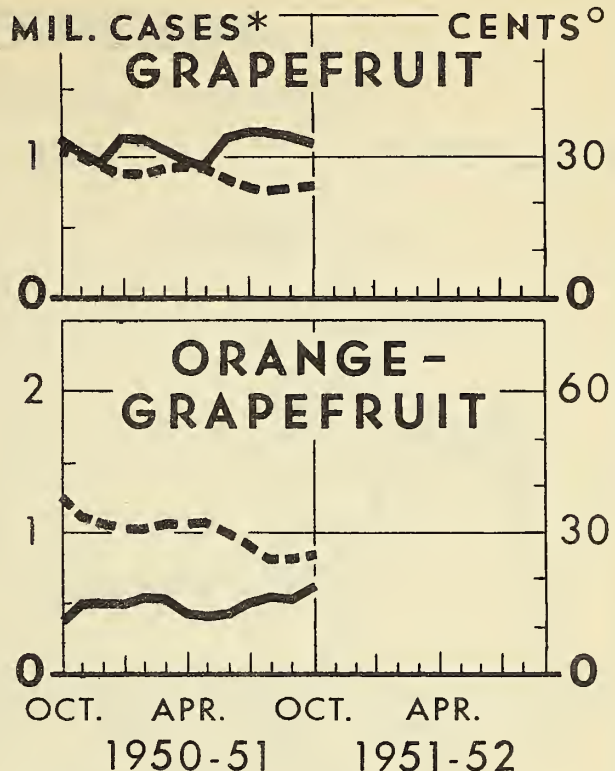
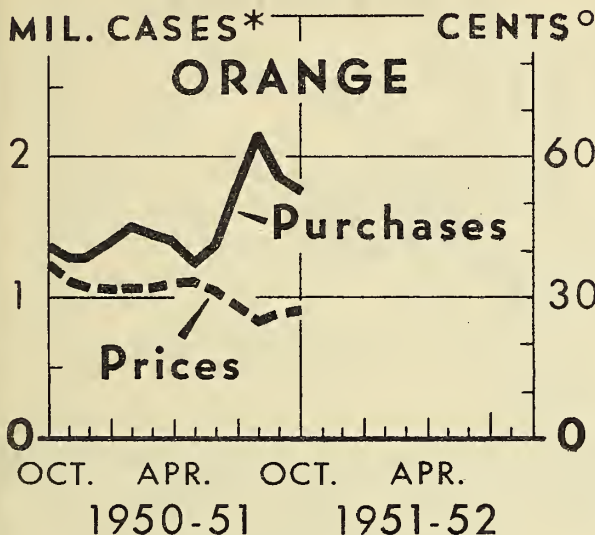
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	2,608	1,865	20.4	22.1
November		1,762		21.7
December		1,638		21.6
October-December 1/		5,747		
January		1,716		21.6
February		1,917		21.5
March		1,872		22.1
October-March 1/		11,752		
April		1,892		21.9
May		1,768		21.9
June		1,775		21.6
October-June 1/		17,635		
July		1,756		21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1951-52:	1950-51:	1951-52:	1950-51:	1951-52:	1950-51:	1951-52:	1950-51:	1951-52:	1950-51:	1951-52:	1950-51:	1950-51:
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November		1,284		33.7		1,022		30.3		489		33.7
December		1,272		32.1		956		28.5		499		31.6
October-December 2/		4,248				3,390				1,485		
January		1,368		31.5		1,138		27.3		499		31.1
February		1,490		32.0		1,135		27.0		536		30.7
March		1,456		32.3		1,049		27.8		537		31.8
October-March 2/		8,931				7,012				3,193		
April		1,403		33.2		975		28.4		429		32.0
May		1,261		33.3		931		28.0		405		32.3
June		1,358		31.0		1,138		25.6		426		30.1
October-June 2/		13,251				10,325				4,557		
July		1,775		28.1		1,192		23.8		499		27.7
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

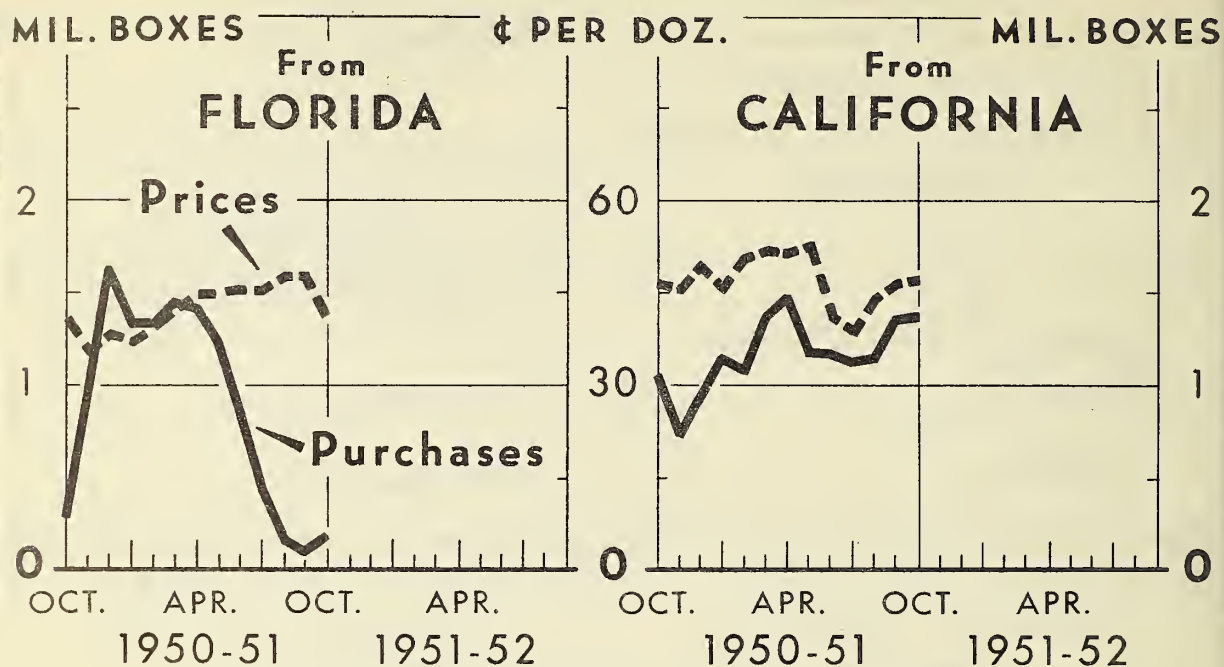
1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH ORANGES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 6.—Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

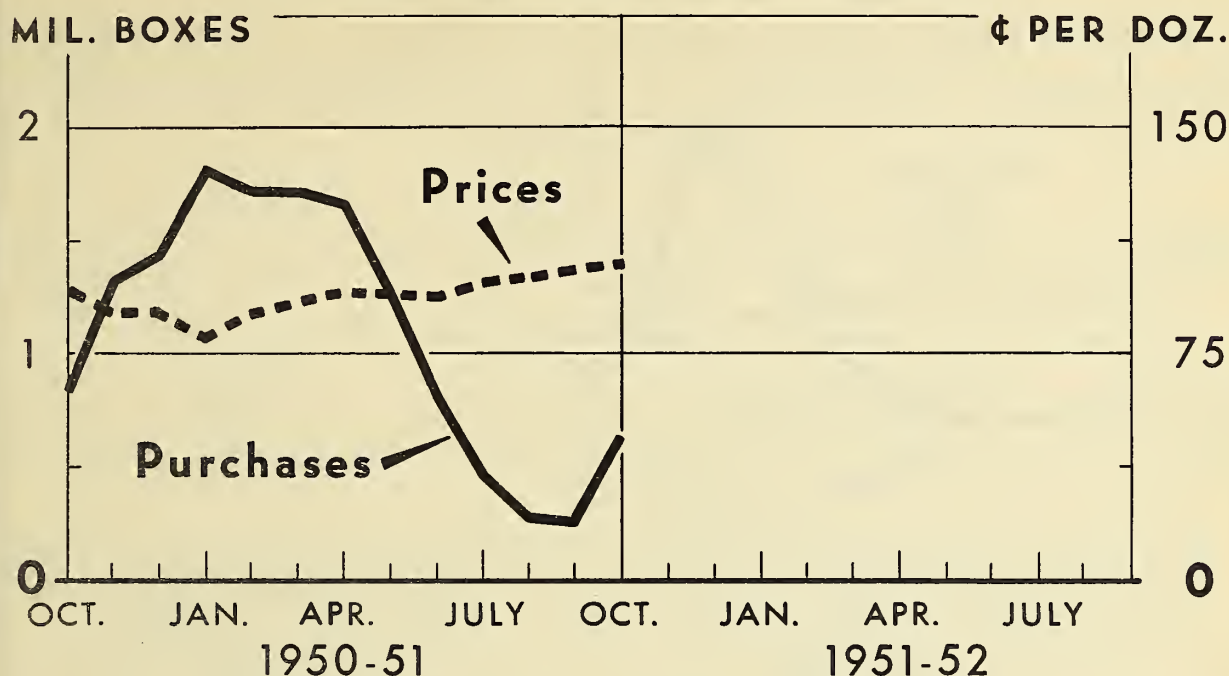
Period	Florida				California-Arizona			
	Purchases		Average prices		Purchases		Average prices	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November		999		35.6		738		45.4
December		1,640		38.3		938		49.4
October-December 1/		3,247				2,865		
January		1,333		36.8		1,152		45.9
February		1,327		39.4		1,074		50.7
March		1,451		42.1		1,370		52.1
October-March 1/		7,713				6,797		
April		1,412		44.6		1,472		51.8
May		1,243		45.1		1,171		52.3
June		830		45.7		1,160		41.0
October-June 1/		11,458				10,859		
July		408		44.8		1,123		38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

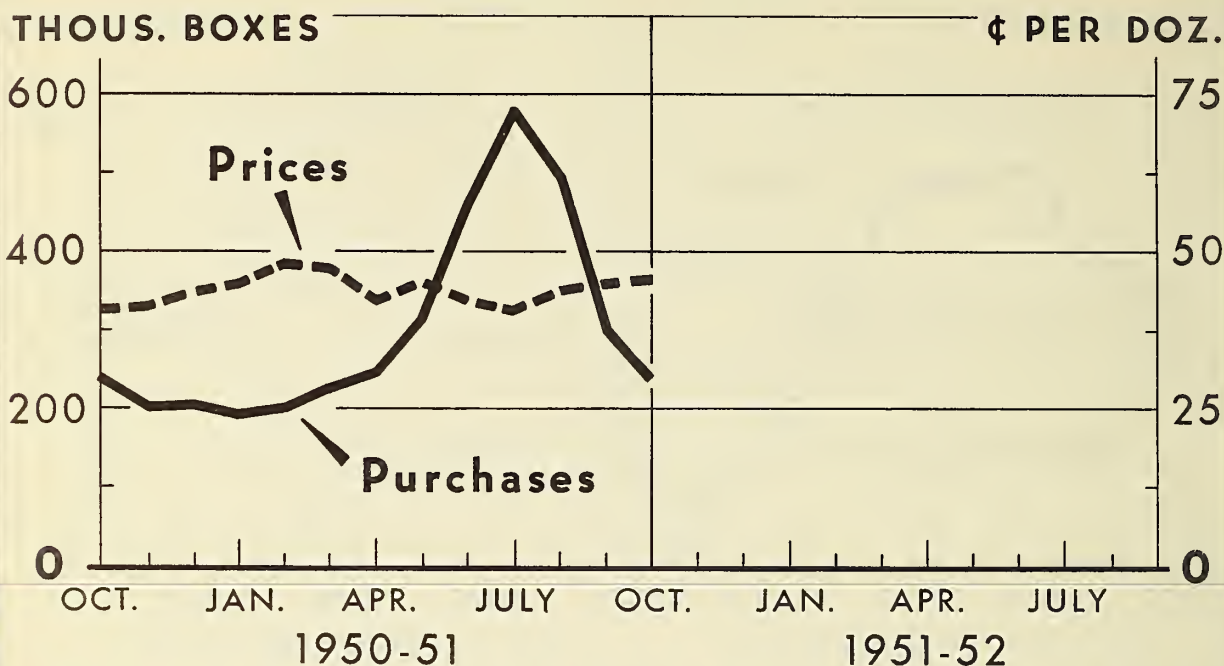
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	606	830	106.0	96.9
November		1,319		88.5
December		1,425		88.5
October-December 1/		3,925		
January		1,810		80.6
February		1,709		87.3
March		1,713		91.8
October-March 1/		9,687		
April		1,660		94.0
May		1,263		94.3
June		804		93.7
October-June 1/		13,687		
July		455		97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH LEMONS

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

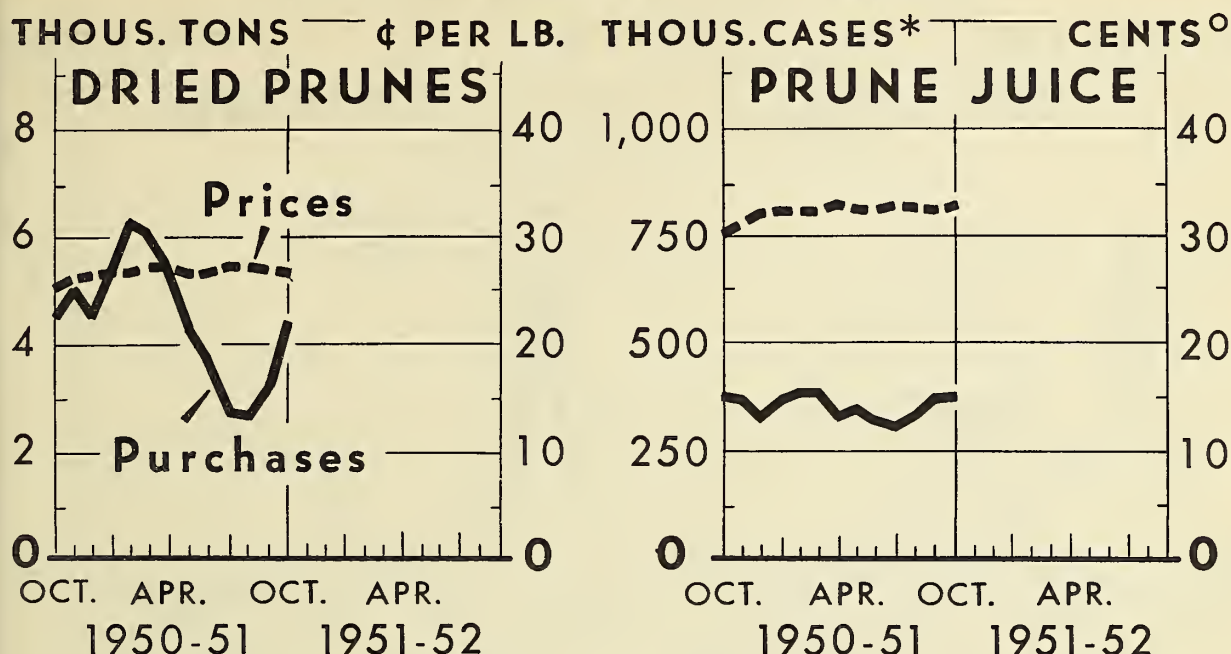
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	236	236	45.2	40.5
November		201		40.8
December		204		42.8
October -December 1/		691		
January		193		44.8
February		200		48.1
March		224		46.9
October-March 1/		1,365		
April		246		42.3
May		314		44.5
June		466		41.8
October-June 1/		2,508		
July		584		40.4
August		497		43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24#2's °CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November		4,996		26.0		373		30.9
December		4,541		26.4		328		32.0
October-December 2/		15,625				1,189		
January		5,364		26.6		368		32.2
February		6,318		26.7		387		32.3
March		6,075		27.1		386		32.4
October-March 2/		35,037				2,439		
April		5,405		27.1		334		32.9
May		4,304		26.7		354		32.6
June		3,667		26.8		324		32.4
October-June 2/		49,393				3,528		
July		2,686		27.2		307		32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

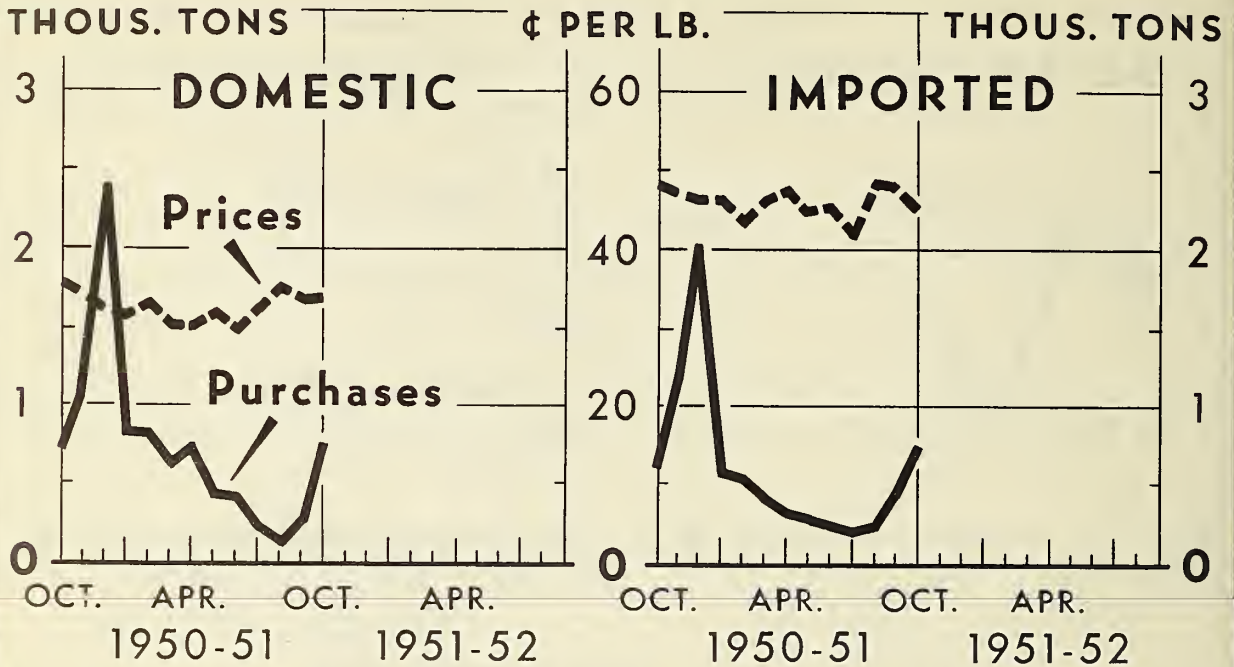
1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# DATES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November		1,073		34.0		1,178		47.0
December		2,371		32.0		2,029		46.6
October-December 1/		4,643				4,153		
January		815		31.7		562		46.6
February		824		32.8		537		43.6
March		625		30.3		410		46.4
October-March 1/		7,077				5,805		
April		725		30.0		315		47.7
May		428		31.7		284		45.0
June		413		29.7		240		45.5
October-June 1/		8,714				6,695		
July		226		32.7		209		41.9
August		133		35.2		237		48.7
September		263		33.6		441		48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.--Frozen concentrated juices and ade bases, U. S. total consumer purchases, percentage of families buying, and average prices, October 1951, September 1951, and October 1950 1/

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
<u>Frozen concentrated juices:</u>			
Orange juice			
October 1951	2,608	22.1	20.4
September 1951	2,470	21.9	20.7
October 1950	1,865	19.3	22.1
Grapefruit juice			
October 1951 <u>2/</u>	-	-	-
September 1951	52	1.1	17.4
October 1950	45	1.2	19.1
Orange-grapefruit blend:			
October 1951	55	1.1	19.1
September 1951	76	1.5	19.4
October 1950	157	2.4	14.3
Grape juice			
October 1951	111	2.7	23.3
September 1951	131	3.0	22.4
October 1950	75	2.0	27.3
Total <u>3/</u>			
October 1951	2,891	23.3	
September 1951	2,772	23.5	
October 1950	2,297	21.4	
<u>Ade bases</u>			
Lemonade			
Frozen			
October 1951	156	2.3	14.9
September 1951	215	<u>4/</u>	16.4
Shelf pack			
October 1951	20	.5	14.1
September 1951	42	<u>4/</u>	13.5

- 1/ Each month represents a 4-week period.  
2/ Too few purchases reported for analysis.  
3/ Total includes small amount of purchases of other concentrates.  
4/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, October 1951, September 1951, and October 1950 1/

Commodity	Consumer purchases: cases of 24 No. 2's 1,000 cases	Percentage of families buying Percent	Average price per 46-oz. can 2/ Cents
Orange			
October 1951	1,728	16.9	27.6
September 1951	1,850	17.4	25.9
October 1950	1,357	13.6	37.3
Grapefruit			
October 1951	1,099	11.1	23.1
September 1951	1,163	11.6	22.8
October 1950	1,117	11.5	31.6
Orange-grapefruit blend			
October 1951	611	6.4	25.0
September 1951	521	6.7	24.7
October 1950	364	5.4	38.0
Lemon			
October 1951	42	2.3	9.7
September 1951	45	2.8	10.4
October 1950	34	2.0	10.7
Tomato			
October 1951	1,643	17.7	27.3
September 1951	1,257	16.2	27.4
October 1950	1,293	17.0	27.1
Pineapple			
October 1951	1,323	16.0	31.9
September 1951	803	12.2	34.5
October 1950	915	14.1	37.2
Prune			
October 1951	373	6.1	32.6
September 1951	371	5.9	32.3
October 1950	381	6.2	30.1
Total <u>3/</u>			
October 1951	7,856	51.6	
September 1951	6,904	50.4	
October 1950	6,434	47.9	

1/ Each month represents a 4-week period.

2/ Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

3/ Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, October 1951, September 1951, and October 1950 <sup>1/</sup>

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying Percent	Average price per dozen Cents
Oranges			
California-Arizona			
October 1951	1,371	27.3	47.0
September 1951	1,362	27.2	46.6
October 1950	1,045	22.5	46.5
Florida			
October 1951	166	4.9	40.7
September 1951	83	2.2	47.9
October 1950	278	8.8	40.5
Total <sup>2/</sup>			
October 1951	1,824	35.2	46.2
September 1951	1,656	32.3	46.7
October 1950	1,686	35.0	44.4
Grapefruit			
California-Arizona			
October 1951	101	3.6	102.8
September 1951	115	4.3	97.8
October 1950	115	3.2	73.7
Florida			
October 1951	214	7.0	103.6
September 1951	46	1.3	110.1
October 1950	313	9.4	98.9
Total <sup>3/</sup>			
October 1951	606	18.9	106.0
September 1951	246	8.2	103.0
October 1950	830	24.2	96.9
Lemons			
October 1951	236	20.2	45.2
September 1951	300	24.4	45.0
October 1950	236	21.9	40.5

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Includes purchases of Texas oranges and those which were not identified as to origin.

<sup>3/</sup> Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying and average prices, October 1951, September 1951, and October 1950 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	<u>Tons</u>	<u>Percent</u>	<u>Cents</u>
Apricots			
October 1951	418	2.0	59.2
September 1951	357	1.9	60.4
October 1950	460	2.3	54.9
Dates			
Domestic			
October 1951	768	2.7	33.7
September 1951	263	1.1	33.6
October 1950	729	3.1	35.0
Imported			
October 1951	761	4.3	45.2
September 1951	441	3.1	48.2
October 1950	596	4.2	48.2
Total <u>2/</u>			
October 1951	1,717	7.5	37.8
September 1951	749	4.3	42.0
October 1950	1,530	7.8	39.8
Peaches			
October 1951 <u>3/</u>	-	-	-
September 1951 <u>3/</u>	-	-	-
October 1950	230	1.1	36.0
Prunes			
October 1951	4,391	11.7	26.5
September 1951	3,154	8.8	27.1
October 1950	4,485	12.1	25.0

1/ Each month represents a 4-week period.

2/ Includes purchases of dates which were not identified by origin.

3/ Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company



Table 5.---Canned juices: U. S. total consumer purchases and average prices, October 1951 (4-week period)

Commodity	Purchases					Average prices		
	Percentage of all families buying		Total all families : buying		Size of average purchase : Ounces	Per actual unit		Per equivalent No. 2 can Cents
	Percent	1,000 cases	Number	Size of average purchase : Ounces		Size	Cents	
Canned juices								
Orange	16.9	1,728	1.7	61.8	46 oz.	26.7	10.9	
Grapefruit	11.1	1,099	1.6	59.8	46 oz.	23.1	9.5	
Orange-gpft. blend	6.4	611	1.5	62.1	46 oz.	25.0	10.0	
Tangerine	1.6	98	1.4	45.4	46 oz.	23.3	9.9	
Lemon	2.3	42	1.3	13.1	5 $\frac{1}{2}$ -6oz.	9.7	32.8	
Apple	3.7	305	1.6	48.9	32 oz.	22.7	11.5	
Grape	3.7	164	1.3	29.8	32 oz.	37.1	25.1	
Pineapple	16.0	1,323	1.5	50.6	46 oz.	31.9	12.9	
Prune	6.1	373	1.7	34.4	32 oz.	32.6	18.5	
Tomato	17.7	1,643	1.7	51.5	46 oz.	27.3	11.6	
Vegetable combination	3.1	191	1.4	40.1	46 oz.	38.8	16.4	
Other juices	2/	279	2/	32.8	46 oz.	40.6	17.4	
Total	51.6	7,856	2.9	50.8			12.2	

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available

Source: National Consumer Panel of Industrial Surveys Company

Table 6. ---Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, October 1951 (4-week period)

Commodity	Purchases				Average prices	
	Percentage of all families buying:	Total all families: 1,000 gallons	Average per family: buying family: Number	Size of average purchase: Ounces	per actual unit	Cents
Frozen concentrated juices						
Orange	22.1	2,608	2.4	14.1	6 oz.	20.4
Grape	2.7	111	1.5	8.1	6 oz.	23.3
Grapefruit 1/	-	-	-	-	-	-
Orange-grapefruit blend	1.1	55	1.4	10.1	6 oz.	19.1
Other concentrates	2/	63	2/	2/	6 oz.	18.0
Total	23.3	2,891	2.7	13.6		
Ade bases						
Lemonade						
Frozen	2.3	156	1.5	11.9	6 oz.	14.9
Shelf pack	.5	20	1.1	10.6	6 oz.	14.1

1/ Too few purchases reported for analysis.  
2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.--Fresh citrus fruit: U. S. total consumer purchases and average prices, October 1951 (4-week period)

Commodity	Purchases					Average price per dozen Cents
	Percentage of all families buying	Total all families 1,000 boxes	Average per buying family		Size of average purchase Units	
			Number	:		
Oranges						
California-Arizona	27.3	1,371	2.2		11.6	47.0
Florida	4.9	166	1.4		12.1	40.7
Texas 1/	-	-	-		-	-
Unidentified	7.9	266	1.5		11.1	45.3
Total	35.2	1,824	2.2		11.5	46.2
Grapefruit						
California-Arizona	3.6	101	1.5		3.6	102.8
Florida	7.0	214	1.5		3.4	103.6
Texas 1/	-	-	-		-	-
Unidentified	9.8	248	1.4		3.2	109.6
Total	18.9	606	1.7		3.3	106.0
Lemons	20.2	236	1.6		5.7	45.2
Limes 1/	-	-	-		-	-
Total	50.3	2,666 2/	2.9		8.4	51.2

1/ Too few purchases reported for analysis.

2/ Totals do not include limes and small purchases of tangerines.

Source: National Consumer Panel of Industrial Surveys Company

Table 8.---Dried fruit: U. S. total consumer purchases and average prices, October 1951 (4-week period)

Commodity	Purchases					Average price per pound Cents
	Percentage of all families buying :	Total families :	Average per :		Size of average purchase :	
			Percent	Tons		
Apricots	2.0	418	1.1	12.9	59.2	
Dates						
Domestic	2.7	768	1.1	17.7	33.7	
Imported	4.3	761	1.2	10.6	45.2	
Unidentified	.6	188	1.1	21.1	25.7	
Total	7.5	1,717	1.2	13.9	37.8	
Peaches 1/2	-	-	-	-	-	
Prunes	11.7	4,391	1.2	22.1	26.5	

$\frac{1}{2}$  Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company